**Project Design Phase**

**Problem – Solution Fit Template**

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| **Date** | **25 june 2025** |
| **Team ID** | **LTVIP2025TMID37165** |
| **Project Name** | **Citizen AI – Intelligent Citizen Engagement Platform.** |
| **Maximum Marks** | **2 Marks** |

**Problem – Solution Fit:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns

**Problem Identified**

Citizens, especially those in rural or underprivileged areas, face difficulty accessing government schemes, essential services, and legal information due to language barriers, lack of digital literacy, and bureaucratic complexity.

**Customer Segment**

- Rural and semi-urban citizens  
- Senior citizens with limited technology familiarity  
- Low-literacy users  
- First-time applicants for government services

**Key Pain Points**

- Inability to understand eligibility criteria or required documents for government schemes  
- Difficulty interacting with digital portals due to lack of digital literacy  
- Language barriers in accessing English-only resources  
- Long wait times at government offices for information  
- Repetitive and generic chatbot responses without context awareness

**Existing Solutions (and their Gaps)**

- Government websites and portals (complex UI, English-focused)  
- Helpline numbers (busy lines, limited language support)  
- Static chatbots (lack conversation continuity, low personalization)

**Proposed Solution – Citizen AI Assistant**

An AI-powered multilingual conversational assistant accessible via mobile and web, offering:  
- Context-aware conversations with memory  
- Step-by-step guidance on government schemes  
- Personalized advice based on user profile (age, region, income, etc.)  
- Support in multiple Indian languages  
- Option to upload documents for eligibility checks or form-filling assistance

**Why This Solution Works**

- Addresses digital and literacy divide using natural language processing  
- Builds trust with personalized, empathetic assistance  
- Enhances access through voice/text channels  
- Reduces physical dependency on government offices  
- Automates repetitive queries to improve efficiency

**Adoption Channels**

- Integration with MyGov and DigiLocker  
- Village-level Common Service Centers (CSCs)  
- WhatsApp chatbot, mobile app, and web portal  
- Community outreach programs and NGO partnerships

**User Behavior Triggers**

- Urgency in accessing schemes like PM-KISAN, PMAY, scholarships  
- Frustration due to rejected applications or lack of status updates  
- Recommendations via ASHA workers or Panchayat members

**Success Indicators**

- Increased number of successful applications for schemes  
- High user satisfaction ratings  
- Reduction in average query resolution time  
- Number of returning users

